

RECEIVED  
CENTRALFAX CENTER

JAN 27 2009

Customer No. 24498  
Serial No. 09/868,254Patent  
RCA89185

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Hugh B. Morrison, et al.  
Serial Number: 09/868,254  
Atty. Dkt: RCA 89,185  
Filing Date: June 15, 2001  
Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND  
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM  
Art Unit: 2623  
Examiner: Rueben M. Brown

**AMENDMENT AND RESPONSE TO OFFICE ACTION (RULE 116)**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the final Office Action dated October 31, 2008, for which a response is due by January 31, 2009, please enter the following amendments and remarks/arguments in the above-referenced application.

Amendments to and Listing of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

## CERTIFICATE OF TRANSMISSION

I hereby certify that this amendment is being faxed to the United States Patent & Trademark Office, fax # 571-273-8300, Mail Stop Amendment on:

Date January 27, 2009  
Kathleen Lyles